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Lansdale Gets Rank Of Minister

President Johnson yesterday accorded Maj. Gen. Edward G. Lansdale (ret.) the rank of Minister to South Vietnam.

He has been a special assistant to Ambassador Henry Cabot Lodge on rural reconstruction programs. The new title for Lansdale was interpreted here as another move to strengthen the civil development effort the United States is making there.

The President named Bernard Zagorin, a 45-year-old native of Chicago, as the first United States director of the Asian Development Bank.

Zagorin now is alternate United States executive director of the World Bank. The charter of the new 31-nation Asian Bank gives the United States one of the three non-Asian directorships on the 10-